



November 4, 2005

Dear Brand Atlanta Stakeholder:

Atlanta's rich partnerships and distinctive leadership have created an Atlanta that is steeped in openness and optimism. The kind of optimism that gave Billy Payne and Mayor Andrew Young the courage to declare that Atlanta could host the 1996 Centennial Olympic Games, bringing the world's attention to Atlanta once again. We benefit even today from that type of vision and foresight.

Why is Brand Atlanta important? The Brand Atlanta campaign is one of the most critical components in the city's economic future. It is an opportunity for you to share in the excitement and inspired optimism that is the hallmark for Atlanta's rich history and bright future. We must build upon our hospitality and tourism business by promoting our belief that Atlanta is and will always be a place of opportunity, optimism and openness.

Why now? We are at a stage where so much has happened or is about to happen that the time is right to unify around a significant campaign. Think Las Vegas, Orlando or even New York. These cities invariably work a lot harder and have committed more resources and finances in their brand than Atlanta has ever done. Ultimately, these kinds of efforts pay direct dividends through increased economic development, leisure travel and convention tourism and job creation.

Atlanta and the region are on the move. It is the time to share our stories of new housing and investment in neighborhoods, winning sports teams, great schools and fulfilling jobs. Let's celebrate what makes us unique- our belief that the Atlanta region is a place of opportunity, optimism and openness. These values inspire us to invest our resources and talents in our community daily.

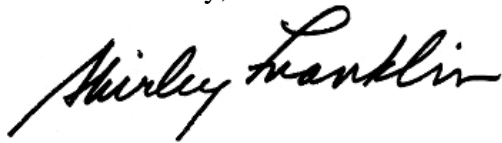
There is no better time to launch this effort. Around the world millions of travelers flying Delta Air Lines will open the November issue of Delta Sky Magazine and will read about what makes Atlanta a great place to live, work, learn and play. The expanded High Museum of Art will open November 12; the new Georgia Aquarium will open November 23 and the fifth runway at Hartsfield-Jackson Atlanta International Airport is scheduled to open in 2006. The new World of Coca-Cola and the Cobb Energy Centre for the Performing Arts openings are scheduled for the summer of 2007.

On November 10, the Brand Atlanta team will come together to celebrate Atlanta. We have launched a campaign; our website at www.ATLopen.com highlights Atlanta's sights, sounds and people. We have also introduced TeamATL, a group of volunteers who promote Atlanta by distributing brand bracelets, logo pins and schedules of upcoming events around town.

The weekend of November 18-20, the entire metro Atlanta region will celebrate the creative spirit of Atlanta. The pARTicipate! event is an arts and culture celebration weekend. More than 170 local arts and heritage organizations in six counties, towns and the city will open their doors to create an arts and culture experience never before seen in Atlanta. To learn more about one of the largest cultural open house events in America, please view www.AtlantaPlanIt.com.

Atlanta and the region are on the move and something new is happening every day. We have so much to be proud of and so much good news to share and I invite you share in celebrating Atlanta.

Sincerely,

A handwritten signature in black ink that reads "Shirley Franklin". The signature is fluid and cursive, with the first name "Shirley" and last name "Franklin" clearly distinguishable.

Shirley Franklin
Mayor